BRIDGEPORT NEWS
Chicago, Illinois
May 18, 1960

Educational Material Proves Cigarettes Are Cancer Pills

"To smoke or not to smoke," is the question being asked of teenagers by the American Cancer Society in a state-wide educational program supported by public contributions to the Society.

"This crash program has become necessary," says Sheldon S. Steinberg, Ed. D., Director of public Education for the Illinois Division of the American Cancer Society, "because of the alarming increase in deaths from lung cancer in recent years.

Teaching materials, film strips, literature, and exhibits in illustration of this problem are available in the Southwest area at the American Cancer Society, 6349 South Kedzie Avenue, Telephone: RE. 7-2643.

"An American Cancer Society-sponsored study," Dr. Steinberg continues, "in Portland, Oregon, shows that by the time high school boys reach their senior year over 80 per cent of them have started smoking. Over 68 per cent of the girls also have started smoking by the time they are seniors. The lowest percentage of teen-age smokers occurs during the freshman year.

"At least 28 studies conducted by the American Cancer Society, the Veterans Administration, and other American and foreign research groups have proven a definite statistical relationship between excessive smoking and increased risk of lung cancer. In fact, the two-pack-a-day smoker runs over 20 times the risk of getting lung cancer than does the non-smoker. Recently, a study by two pathologists showed that the bronchial tissues of heavy smokers showed evidence of malignancy in 99.7 per cent of the slides examined from these men. The percentage for non-smokers was only 3.8 per cent! This study showed the same rise in the number of cancer cells in relation to the rise in the number of cigarettes smoked that the other statistical studies showed in relation to the percentage of lung cancer cases."

"Our teenage smoking program is aimed toward presenting these facts to the high school student at a time in his life when he usually is faced with the decision to smoke or not to smoke," continues Dr. Steinberg.

"Presently we are distributing a complete set of teaching materials to every secondary school in Illinois, public, private, and parochial. To date more than 200 schools in our southern 24 counties have received two film strips and a set of teaching and reference materials. In addition, we have distributed these materials to 74 Catholic high schools in Chicago and plans are completed to distribute them to our public and private schools in the near future."

Dr. Steinberg states that he believes our high school students are intelligent enough to make up their own minds about smoking, provided they have access to all the facts. He feels confident that once they know the facts, they will make the correct decision.

"I am convinced," he says, "that when our teenagers look at the evidence, their decision will help decrease the number of lung cancer cases in Illinois in the future."

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Youth No-Smoking Campaign Outlined at Kiwanis Meet

The Jefferson City Kiwanis Club Thursday sat in on a premier of the American Cancer Society's campaign to fight lung cancer by showing youth the risks in smoking.

Harry M. Dawdy, executive vice-president of the Missouri division of ACS, presented the program which will be shown to high school and junior high school students throughout the state next fall.

"We feel we have established a definite link between smoking and lung cancer," Dawdy said, and the next step is to educate young people who have not become habitual smokers.

In a series of color slides, accompanied by a narrative recording, the program will show results of surveys and tests conducted by the ACS to discover why lung cancer has increased so greatly while other forms of cancer and cancer deaths have remained about the same over the past few years.

The program brought lengthy discussion. Dr. Addison Duval, director of the state division of mental diseases, added that work must be done to discover the "need to smoke." It is an emotional as well as physical problem, Duval said.

The Rev. Robert Herrmann took a few minutes Thursday to remind fellow Kiwanians that Memorial Day should be observed, "if only for a few minutes," for its real intent. Most persons, Rev. Herrmann said, will remember the sunburn or the poison ivy or the traffic. It is important, he said, that the intent of the day be remembered, that thoughtful memories be turned to those who fought and died to protect our way of life.

The Rev. William T. Gibble, a Kiwanian who is moving to Texas soon, was lauded for his civic endeavors in Jefferson City during the past decade.

Joseph G. Majersky, who gave the presentation, said that despite Mr. Gibble's many activities "he was always willing to work for his fellow man and the betterment of the community. And he carried out these civic labors with dedication and astuteness.

"Today Jefferson City does not have a much needed municipal auditorium," Majersky added. "But when one is built . . . some of the credit must go to Mr. Gibble and others who helped pave the way."

He pointed out that Mr. Gibble served as chairman of a subcommittee of the Greater Jefferson City Committee on the need for a municipal auditorium. "It was a positive report—one which will have to be dusted off in the years to come."

Mr. Gibble also was cited for his work in the United Community Fund, especially for the year when he served as chairman of the Quotas and Admissions Committee.

The Rev. Mr. Gibble plans to leave Jefferson City Sunday night to travel to Austin, Texas where he will become pastor of the University Christian Church.

CAPITAL NEWS
Jefferson City, Missouri
May 28, 1960

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MIRROR NEWS
Los Angeles, California
June 7, 1960

Smoking Causes Cancer in Lungs, Students Told

Smoking is definitely a cause of lung cancer and high school students should think seriously before they acquire the habit.

This warning was issued today at Franklin High School by Dr. Hans Falk, senior research associate in pathology at the SC School of Medicine.

DR. FALK spoke under the auspices of the Industry Education Council.

He is one of the nation's top authorities on air pollution, having made special studies of the health effects of smog, asphalt and auto tire dust and tobacco smoke.

Source: https://www.industrydocuments.ucsf.edu/docs/trbm0000